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# Impact Evaluation Of The Drinking-Driving Countermeasures Programme in The Beaches: Results Of Phase I: Community Survey



Traffic Injury Research Foundation of Canada

Fondation de Recherches sur les Blessures de la Route au Canada



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IMPACT EVALUATION OF THE DRINKING-DRIVING  
COUNTERMEASURES PROGRAMME IN THE BEACHES  
AREA OF TORONTO

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January 1985

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IMPACT EVALUATION OF THE  
DRINKING-DRIVING COUNTERMEASURES PROGRAMME IN THE BEACHES  
AREA OF TORONTO

### 1.0 Introduction

The problem of alcohol-related traffic accidents has persisted, virtually unchanged for many years. Every year thousands of Canadians are killed or seriously injured in road crashes that involve a drinking driver. Traditional responses to deal with the problem including legal and technological approaches have failed to produce sustained reductions in the magnitude of the problem. The limited success of these measures has generated feelings of complacency and a belief that the problem is intractable, one we are simply going to have to live with. This air of complacency, however, has recently given way to an upsurge of public concern, due largely to the efforts of groups of victims of drunk drivers. These citizen activist groups, beginning with MADD--Mothers Against Drunk Driving--quickly spread, spawning similar organizations throughout the United States and Canada (e.g., PRIDE, ADD, CAID). These groups have generated a degree of public concern about the tragedy associated with driving after drinking that has reached unprecedented levels. Out of this concern has grown an acute awareness that the problem is extremely complex--one that defies simple solutions. We now know that the answer is not going to be found in any one law, measure, tactic or programme. Rather, a broad array of initiatives is necessary to change the existing social climate, so that alcohol-impaired driving becomes more widely viewed as socially unacceptable behaviour.

Despite the wide range of possible countermeasures, the primary social response has involved legal threats and punishments. In light of the evidence that programmes based on this approach alone have produced (at best) small, short-lived gains at great cost, many have been led to suggest that complementary approaches need to be considered--alternatives that include community-based initiatives which employ "informal responses" to decrease the social acceptability of driving after drinking and positive approaches or incentives to provide and encourage alternatives to driving after drinking (e.g., Donelson 1983).



We enter the latter half of this decade determined to find the formula for success in resolving this very complex social problem. This report describes the first phase of a project designed to examine the impact of one community's efforts to solve the problem. That we should learn from both our successes and failures in this emerging area of social change is the principal objective of this evaluation exercise.

### 1.1 Background and Rationale

For a number of years, the Ministry of the Attorney General has regarded drinking and driving as a top priority issue. In 1982, the Attorney General for Ontario, the Honourable Roy McMurtry, established an inter-ministerial task force consisting of the following eight ministers: Attorney General, Solicitor General, Education, Transportation and Communications, Health, Provincial Secretariat for Justice, Consumer and Commercial Relations and Correctional Services. Their objective was to examine the issue of impaired driving and to consider a variety of proposals to deal effectively with this social problem.

The report of this task force (Interministry Task Force 1983) was a discussion paper that dealt with a plethora of legal, educational and technological approaches that have often been offered as solutions to the problem of drinking and driving. Among the various proposals put forth, one stood out as a most promising strategy: community-based initiatives. This approach recognizes that meaningful, sustained reductions in the problem cannot be achieved through sole reliance on the traditional legal and technological methods. Rather, long-term social action movements involving ordinary citizens within the community are required to effect changes in the social climate, so that alcohol-impaired driving is more widely viewed as socially unacceptable behaviour.

In an effort to initiate dialogue concerning community based programmes to reduce the problem of drinking and driving, The Ministry of the Attorney General held a conference in November, 1983. The conference was attended by representatives of numerous municipalities from all



across Ontario, experts in various aspects of drinking and driving, citizen activist groups and other concerned citizens. The theme of the conference was community-based efforts to reduce drinking and driving--people discussing with each other ways and means to deal with the problem in their own communities. The Office of Drinking-Driving Countermeasures was created to support and encourage on-going community initiatives in the province.

In the year following the Attorney General's conference, numerous groups of citizens were formed across the province to tackle the problem of drinking and driving at the community level. Local conferences were held and committees were formed to raise community awareness, to gather public support and to generate novel ideas that could be translated into workable solutions. One community in particular--the Beaches area of Toronto--generated a great deal of public support. Civic officials, local merchants, service clubs, teachers and citizens joined together, and with the assistance of the Drinking-Driving Countermeasures Office, planned a massive campaign to raise awareness and discourage driving after drinking over the Christmas period. The programme was scheduled to be officially launched on November 1, 1984.

In order to determine the effectiveness of this type of campaign in terms of its impact on the public, the Ministry of the Attorney General commissioned the Traffic Injury Research Foundation of Canada to conduct a survey of community knowledge, attitudes and professed practices vis a vis drinking and driving. The results of this survey would serve as a baseline measure from which comparisons could be made at some point following the conclusion of the programme.

#### 1.2 Scope of the Report

This report presents the results of the survey of the Beaches community conducted during the last week of October 1984, immediately prior to the introduction of the formal drinking-driving campaign. The results are intended to serve as a baseline measure of the prevailing levels of



community knowledge, attitudes and practices relating to drinking and driving. It presents a "snapshot" of the community before the formal campaign was launched. Hence, these results cannot offer any information at all about the campaign or its impact on the community; these questions can only be addressed in a subsequent survey at the conclusion of the campaign.

The results of this survey are organized into several sections corresponding to the content areas addressed in the questionnaire. The bulk of the report is comprised of tables which display some of the more prominent aspects of the data. So as not to detract from the flow of the report, the results of statistical tests of significance are usually reserved for tables and footnotes. The surrounding text is intended to complement the tables by highlighting certain findings and adding other pertinent information. Very little heuristic discussion of these data is provided, not that the results do not provide ample fodder for such, but rather to keep the text to a minimum. Throughout the process of analyzing these survey data numerous hypotheses of both theoretical and practical importance begged further exploration. Better these be set aside for the final phase of this project when data from the second survey is available. A more extensive report is planned at that time.



## 2.0 Survey Methodology

### 2.1 Sample Selection and Interview Procedure

The study population was defined as all residents of the "Beaches" area of Toronto, 16 years of age and older. The Beaches is a community on the shores of Lake Ontario in the east end of Toronto. It extends north to Kingston Road, east to Victoria Park and west along Kingston Road to Queen Street and south to the lake. In recent years it has become a rather fashionable, "trendy" community while maintaining a flavour of old-world elegance. The population is a unique mix of young professionals and working class families. This area was not selected as being representative of a typical Canadian community but rather was chosen for its involvement in an intensive drinking-driving countermeasure campaign.

The study sample was determined by listing the streets included within the boundaries of the Beaches and randomly selecting streets. Telephone numbers were then selected at random from the Mites directory. The telephone interviews were conducted by experienced telephone interviewers<sup>1</sup> who were fully briefed on the questionnaire and procedures to be followed. The interviews took place between 5:00 pm and 10:00 pm on the evening of October 22, 1984. The questionnaire contained 83 questions and required approximately 31 minutes to complete. Fifteen percent (15%) of all interviews were monitored while in progress to ensure that the skip and rotation patterns in the questionnaire were followed correctly and that no questions were causing interviewers any particular difficulty.

Interviewers completed 839 telephone calls during the evening. No eligible respondent was available in 287 cases. Of the other 552 calls, 302 refused to be interviewed and 250 actually completed the interview -- a response rate of 45.3%. The sample was predetermined to consist of half males and half females. A sample of this size produces results which are accurate for the population of the Beaches within 6.4 percentage points 95 times out of 100.



## 2.2 The Questionnaire

As part of the ongoing research activities relating to drinking and driving, the Traffic Injury Research Foundation had undertaken the development of an instrument to survey a large population on their knowledge, attitudes, opinions and behaviours concerning alcohol consumption, motor vehicle use and driving after drinking. This instrument was focus tested on a relatively small group of individuals between the ages of 16 and 80 to ensure that the questions were clear, comprehensible and to make sure that response categories were sufficiently inclusive.

In consultation with the Office of Drinking-Driving Countermeasures and the Ministry of the Attorney General, the existing instrument was modified to include some of the issues of greatest concern to the Ministry. The final version of the questionnaire employed in the survey is contained in Appendix A.

The questionnaire consisted of a total of 83 items, 5 of which were open-ended to allow respondents the opportunity to elaborate on their answers. The following content areas were included:

- o Demographic characteristics;
- o Driving-related factors;
- o Alcohol consumption;
- o Driving after drinking behaviour;
- o Knowledge of drinking-driving statutes;
- o Attitudes towards driving after drinking;
- o Perceived seriousness of drinking-driving;
- o Opinions about legal sanctions for drinking-driving;
- o Awareness of drinking-driving countermeasure programmes and activities; and
- o Community involvement.



### 3.0 Results

#### 3.1 Sample Characteristics

3.1.1 Age. The distribution of respondent age is presented for each sex in Table 3.1 All age groups were represented in both male and female respondents. The average age of females (42.7 years) was slightly higher than that of males (37.6 years). The larger proportion of older females reflects a general trend in the Canadian population (Stone and Fletcher 1981).

TABLE 3.1  
Distribution of Age According to Sex of Respondent

<u>AGE</u>	<u>MALE</u>	<u>FEMALE</u>	<u>TOTAL</u>
16-18	8 (6.4%)	6 (4.8%)	14 (5.6%)
19-24	14 (11.2%)	11 (8.8%)	25 (10.0%)
25-29	13 (10.4%)	14 (11.2%)	27 (10.8%)
30-34	28 (22.4%)	19 (15.2%)	47 (18.8%)
35-39	17 (13.6%)	17 (13.6%)	34 (13.6%)
40-44	15 (12.0%)	14 (11.2%)	29 (11.6%)
45-49	10 (8.0%)	3 (2.4%)	13 (5.2%)
50-54	3 (2.4%)	10 (8.0%)	13 (5.2%)
55-59	3 (2.4%)	3 (2.4%)	6 (2.4%)
60 and over	14 (11.2%)	28 (22.4%)	42 (16.8%)
	125	125	250



The age distribution of the Beaches sample was compared with the national survey of the Insurance Bureau of Canada (IBC) conducted during the last week of October, 1983 (Goldfarb Consultants 1983) and the national household survey of drinking and driving performed by Transport Canada during the spring and summer of 1983 (Wilson 1984). The target population of the IBC survey was similar to that of the Beaches in that it was designed to include all persons aged 16 or over. The two surveys differed only in terms of their scope (national as opposed to a single community) and size (802 respondents versus 250 in the present survey). A comparison of the age distributions reveals that the Beaches sample included a slightly greater proportion of persons between 25 and 44 years old than the IBC sample (55% versus 50%) and fewer in the younger age groups (16% versus 21%). The proportion of respondents aged 45 and over was virtually identical in the two surveys.

The Transport Canada survey differed from the present survey along a number of dimensions. The former was a national household survey (as opposed to telephone interview) of 2000 persons of legal drinking age who had driven a motor vehicle within the past 30 days. When the 16 and 17 year olds are removed from the Beaches sample, the resulting age distribution is very comparable to that of the Transport Canada study.

3.1.2 Education. Table 3.2 presents the distribution of the highest level of education completed by respondents. It is apparent from this table that the sample is rather well-educated with about 46% having had some post-secondary training. When compared with the two national surveys, this finding is even more pronounced. The Beaches sample included a much higher proportion of persons with a university education than either of the other two surveys. This disproportionate representation at the highest educational level is almost exclusively at the expense of the lowest educational level. Whereas only 2.8% of the Beaches sample reported elementary school as the highest level completed, 7% of the IBC sample and 10.5% of the Transport Canada sample were in this category. Given the nature of the Beaches area, these findings may reflect actual differences in the population demographics of the community.



TABLE 3.2  
Highest Level of Education Completed

<u>Highest Level Completed</u>	<u>N</u>	<u>(%)</u>
Public/Elementary School (Grades 1-8)	7	(2.8)
Some High School	42	(17.0)
Graduated High School (Grade 12 or 13)	84	(34.0)
Vocational/Technical/ College/CEGEP	32	(13.0)
Some University	19	(7.7)
Graduated University	63	(25.5)
	247	(100.0)

3.1.3 Household Income. Insofar as income is related to education, it might well be expected that the relatively high level of educational status noted in the Beaches sample would also be reflected in family income. This is, in fact, the case. Table 3.3 presents the distribution of household income in the Beaches sample as well as that from the Transport Canada survey.

TABLE 3.3  
Distribution of Household Income

<u>Category</u>	<u>Beaches (N=250)</u>	<u>Transport Canada (N=2000)</u>
Less than \$5,000	2.2%	4.3%
\$5,000 - \$9,999	5.2%	12.3%
\$10,000 - \$14,999	12.1%	12.6%
\$15,000 - \$19,999	12.9%	12.6%
\$20,000 - \$24,999	11.6%	12.0%
\$25,000 - \$29,999	12.1%	12.5%
\$30,000 - \$34,999	10.3%	10.1%
\$35,000 and over	33.6%	21.1%



It is apparent that the Beaches sample includes a smaller proportion of respondents in the lowest income brackets and more in the highest category. Representation in the middle income groups (i.e., \$10,000 to \$34,999) is very comparable between the two samples. Due to the limited number of income categories reported in the IBC survey, it was difficult to make adequate comparisons with this sample. Nevertheless, once again it was apparent that the Beaches sample had proportionately greater representation in the highest income category.

3.1.4 Marital Status. In terms of the marital status of respondents, the character of the Beaches sample was found to be somewhat different from that of the two national samples (Table 3.4). Although the categories have different levels of inclusion among studies, it is apparent that the Beaches sample has proportionately fewer married persons and more single respondents.

TABLE 3.4  
Distribution of Marital Status

<u>Category</u>	<u>Beaches (N=250)</u>	<u>IBC (N=802)</u>	<u>Transport Canada (N=2000)</u>
Married	43.5%	60.0%	67.7%
Single	40.3%	29.0%	20.0%
Widowed	6.9%		5.2%
Separated	5.6%	12.0%	5.5%
Divorced	3.6%		
Common-law	n/a	n/a	1.7%

### 3.2 Alcohol Consumption

Of the 250 people surveyed, 214 (85.6%) indicated that they drank alcoholic beverages at least occasionally. This figure is comparable to that reported by Health and Welfare Canada from the results of the Canada Health Survey (1981). In the national sample, 84% of Canadians aged 15 and over reported at least occasional consumption of alcohol. When infrequent drinkers (i.e., those consuming alcohol less than once a



week) are removed from consideration, there remains a total of 188 (75.2%) "regular" drinkers in the Beaches sample.

The proportion of "regular" drinkers (i.e., those consuming alcohol at least once per week) in the Beaches sample is presented in Table 3.5 according to age and sex. It is apparent from this table that a greater proportion of males than females report drinking regularly. Males also report regular drinking at younger ages than females; however, females catch up to their male counterparts once they reach the legal age for the purchase of alcohol (i.e., 19 years). The proportion of regular drinkers in both sexes shows a general decline with increasing age. These findings are similar to those reported elsewhere (Canada 1981).

TABLE 3.5  
Proportion of Regular Drinkers in Each Age and Sex Group

<u>Age Group</u>	<u>Male</u>	<u>Female</u>
16-18	62.5	33.3
19-24	85.7	90.9
25-34	95.1	60.6
35-44	78.1	80.6
45-54	84.6	61.5
<u>55 and over</u>	<u>64.7</u>	<u>64.5</u>
Total	82.4	68.0

Table 3.6 presents the frequency of drinking among regular drinkers according to the sex of respondent. These data reveal that males report a greater frequency of drinking than females. Whereas the majority of females report 1 or 2 drinking occasions per week, males are more likely to drink three or more times per week. An examination of the frequency of drinking according to age reveals that it is the middle-aged (i.e., 25 to 49 years) drinkers who report the greatest number of drinking occasions per week. Younger drinkers (i.e., under 25) and older drinkers (i.e., 50 and over) are more likely to report only one or two drinking occasions per week. This curvilinear relationship between age and drinking frequency has been noted in other samples as well (e.g., Vogel-Sprott 1974).



TABLE 3.6

**Frequency of Alcohol Consumption  
According to Sex**

<u>Sex</u>	<u>Frequency per week*</u>				<u>Total</u>
	<u>1-2</u>	<u>3-4</u>	<u>5-6</u>	<u>7+</u>	
Male	37	37	9	20	103
%	(35.9)	(35.9)	(8.7)	(19.4)	(99.9)
Female	53	16	5	11	85
%	(62.4)	(18.8)	(5.9)	(12.9)	(100.0)

\* Includes only those who reported drinking at least once per week.

$\chi^2 = 13.3$ , df=1,  $p < .001$

Respondents were also asked to indicate the number of drinks they would usually consume on a typical drinking occasion. This generally produces a modal value for the number of drinks consumed. Table 3.7 presents the usual number of drinks consumed per occasion according to sex. It is apparent from this table that males consume a greater quantity of alcohol per occasion (mean number of drinks=4.8) than females (mean=2.7)<sup>2</sup>. In terms of the maximum number of drinks one would consume on any occasion, the difference in consumption between males and females is even greater. On average, males reported a maximum of 9.3 drinks per occasion and females reported 4.6<sup>3</sup>.

TABLE 3.7

**Usual Quantity of Alcohol Consumption  
According to Sex**

<u>Sex</u>	<u>Number of Drinks</u>					<u>Total</u>
	<u>1-2</u>	<u>3-4</u>	<u>5-6</u>	<u>7-8</u>	<u>9+</u>	
Male	26	35	28	6	12	107
(%)	(24.3)	(32.7)	(26.2)	(5.6)	(11.2)	(100.0)
Female	56	40	7	0	2	105
(%)	(53.3)	(38.1)	(6.7)	(0.0)	(1.9)	(100.0)



These findings concerning differences in the quantity of consumption between males and females are consistent with the popular conception that "women drink less than men". Attempts to interpret this phenomenon at face value, however, may be misleading without consideration of some of the factors that influence this relationship. For example, even though females consume less alcohol than males, such differences could be attributed to differences body size and weight. A more accurate estimate of the "functional impact" of the amount of alcohol consumed can be obtained by calculating the absolute amount of alcohol consumed per kilogram of body fluid (Vogel-Sprott 1983). This measure more closely reflects the probable blood alcohol concentration (BAC) attained during a drinking occasion than a simple count of the number of drinks consumed. When the average dose of alcohol per kg of body fluid is calculated for both sexes, we find that there is no difference between males and females<sup>4</sup>. Hence, even though females consume fewer drinks per occasion than males, when their smaller body size and lower proportion of body water is taken into consideration, the difference between sexes in terms of consumption is eliminated. Hence, it is probable that in typical drinking situations male and female drinkers are achieving similar BACs.

An examination of the distribution of the quantity of alcohol consumption according to age indicates that consumption increases progressively to about age 21, and thereafter declines linearly. These results, taken together with the frequency of consumption, reveal that younger persons tend to be low frequency-high volume drinkers, young adults and middle aged persons are generally high frequency-moderate volume drinkers, and older persons are low frequency-low volume consumers.

### 3.3 Drinking-Driving Behaviour

3.3.1 Drinking Drivers. Respondents were asked a series of questions concerning their self-reported driving after drinking behaviour. In total, of the 214 respondents who reported consuming alcohol, 93 (43.5%) admitted to having driven after drinking at least once in the past year. This compares to the 51.8% in the Transport



Canada survey who admitted to driving after drinking in the past thirty days. As shown in Table 3.8, males were more likely to confess to driving after drinking (59.8%) than females (28.7%).

TABLE 3.8  
Professed Driving After Drinking  
According to Sex\*

<u>Sex</u>	<u>Driven After Drinking in Past Year</u>	
	<u>Yes</u>	<u>No</u>
Male (%)	64 (59.8)	43 (42.2)
Female (%)	29 (28.7)	72 (71.3)
Total (%)	93 (44.7)	115 (55.3)

\*  $\chi^2 = 20.32$ , df=1,  $p < .0001$

Self-admitted drinking drivers are compared with non-drinking drivers on a number of prominent characteristics in Table 3.9. On average, the drinking driver group was 5 years younger, had more traffic violations, had a higher frequency of alcohol consumption and reported a higher maximum alcohol consumption per occasion than non-drinking drivers. Interestingly, drinking drivers did not differ from non-drinking drivers in terms the typical number of drinks consumed or the maximum number of drinks they believed could be consumed in a two hour period and still maintain the ability to drive. However, drinking drivers were more likely to drive after consuming their usual or typical number of drinks. Drinking drivers also had a tendency to be better educated, from middle to upper income brackets and were more likely to be married.

For the group of professed drinking drivers, the most common place of drinking prior to driving was a restaurant, bar, pub or tavern (43.0%), followed by someone else's home (24.7%). Other places of origin for drinking drivers were a party or other social event (15.1%), one's own home (5.4%) and some other location (11.8%).



TABLE 3.9

**Comparison of Selected Characteristics of Professed Drinking  
Drivers versus Non-Drinking Drivers**

<u>Variable</u>	<u>Group Means</u>		<u>t-value</u>
	<u>Drinking Drivers</u> (N=93)	<u>Non-Drinking Drivers</u> (N=115)	
Age	36.4	41.5	2.28*
Number of Traffic Tickets	1.41	0.37	-5.92**
Drinking Frequency (per week)	3.77	2.53	-4.14**
Typical Number of Drinks Consumed	3.75	3.79	0.08
Maximum Number of Drinks Consumed	8.63	5.81	-2.91**
Maximum Number of Drinks and Still Drive	2.74	2.34	-1.77

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\* p<.05

\*\* p<.005

3.3.2 Impaired Drivers. Of the 93 respondents who reported driving after drinking, 57 (61.3%) also admitted to having driven after consuming "too much" alcohol. This subset of drinking drivers, referred to as impaired drivers, was compared to the remaining group of drinking drivers along a number of dimensions. It should be emphasized that these comparisons distinguish self-professed impaired drivers from those who only admit to driving after drinking. We should not presuppose that these groups are representative of the "true" population of drinking drivers or impaired drivers.

The group of impaired drivers could not be distinguished from the drinking drivers in terms of marital status, educational level or income category. Although there was a tendency for males to be overrepresented among impaired drivers, the difference was not statistically significant. Table 3.10 presents some other selected comparisons between these two groups. Impaired drivers were, on average, five years younger than drinking drivers, consumed more drinks per occasion and reported a



higher maximum consumption. Impaired drivers also thought they could consume more alcohol and still be able to drive. There was no difference between groups in terms of the frequency of drinking or the number of traffic tickets received. Although there was no difference between groups in the likelihood of driving after a typical drinking occasion, a greater proportion of impaired drivers (52.6%) than drinking drivers (28.6%) indicated that they usually drank at a licenced establishment (restaurant, bar, tavern) prior to driving.

TABLE 3.10

**Comparison of Selected Characteristics of  
Impaired Drivers versus Drinking Drivers**

<u>Variable</u>	<u>Group Means</u>		<u>t-value</u>
	<u>Impaired Drivers</u> (N=57)	<u>Drinking Drivers</u> (N=35)	
Age	34.6	39.7	-1.89 <sup>+</sup>
Number of Traffic Tickets	1.30	1.57	-0.77
Drinking Frequency (per week)	3.91	3.54	0.78
Typical Number of Drinks Consumed	4.16	2.97	2.26
Maximum Number of Drinks Consumed	9.96	6.38	1.83 <sup>+</sup>
Maximum Number of Drinks and Still Drive	3.00	2.29	2.24*

<sup>+</sup> p<.10

\* p<.05

### 3.4 Knowledge of Drinking-Driving Statutes

Respondents were queried about both the Canadian statutory blood alcohol limit and the blood alcohol limit for temporary licence suspensions in Ontario. In total, 131 (52.4%) respondents could correctly recall the Canadian statutory blood alcohol limit of 80 mg of alcohol in 100 ml of blood or .08%. The correct response rate was considerably lower than that reported by both the Transport Canada National Household Survey



(79.8%) and the Insurance Bureau of Canada survey (65%). These differences can be attributable at least in part to variations in the nature of the question. The question employed in the Beaches survey was a recall format; both the Transport Canada and IBC survey employed a recognition format. The difference is that respondents in the Beaches survey had to rely entirely on memory; they were not given any clues as to the answer. Respondents in the other surveys were given six alternative responses from which they were to choose the correct answer. Not only is this latter format more likely to yield higher rates of correct responding via verbal or visual matching with memory traces, but there is also a finite probability of selecting the correct alternative by chance<sup>5</sup> (Nunnally 1978).

The relatively limited knowledge of the Canadian statutory blood alcohol limit was surpassed only by the extremely poor level of knowledge of the blood alcohol limit for temporary licence suspensions in Ontario. Only 38 (15.2%) respondents could correctly identify this latter blood alcohol limit as .05% or 50mg%. The small number of correct responses to this question virtually eliminated any possibility of attempting to identify the characteristics of this group.

Determining the characteristics of respondents who could correctly identify the statutory blood alcohol level above which it is a criminal offence to operate a motor vehicle has the potential of identifying specific target groups for educational countermeasure programmes. Thus, the group of respondents correctly answering this question was compared on a variety of characteristics with the group who gave an incorrect response (or admitted that they did not know). This exercise revealed some very interesting results.

Table 3.11 presents the age distribution of correct and incorrect responders. It is apparent that persons under the age of 19 and those aged 50 or over were least likely to know the statutory limit. Persons aged 19 to 49 were best able to answer this question correctly.



TABLE 3.11

**Knowledge of the Canadian Statutory Blood Alcohol Limit  
According to Age**

<u>Age</u>	<u>Correct</u>	<u>Response</u>	<u>Incorrect</u>
16-18 (%)	5 (35.7)		9 (64.3)
19-24	15 (60.0)		10 (40.0)
25-29	14 (51.9)		13 (48.1)
30-34	30 (63.8)		17 (36.2)
35-39	24 (70.6)		10 (29.4)
40-44	19 (65.5)		10 (34.5)
45-49	7 (53.8)		6 (46.2)
50-54	2 (15.4)		11 (84.6)
55 and over	15 (31.2)		33 (68.8)

$$\chi^2 = 26.89, \text{ df}=8 \text{ p}<.005$$

The average age of correct responders was approximately 7 years younger than those who answered incorrectly (mean ages 36.9 and 43.8 years respectively). Of those who responded with the correct answer, 84 (64.1%) were males and 47 (35.9%) were females<sup>6</sup>. There were no apparent differences between correct and incorrect responders in terms of education, income or marital status.

Respondents who knew the statutory limit differed in terms of their drinking patterns as well. Table 3.12 outlines these differences. Those who could recall the limit consumed more drinks per typical drinking occasion and reported a higher maximum consumption. Those who knew the limit consumed more absolute alcohol per kg by body fluid, indicating that they typically attain higher peak blood alcohol concentrations than respondents who did not know the limit. There was no



difference between groups in terms of usually frequency of drinking or in the number of drinks that they thought they could consume in a two hour period and still drive.

TABLE 3.12

Drinking Patterns of Respondents Who Knew  
the Statutory Limit Compared to Respondents Who Did Not

<u>Variable</u>	<u>Knew Limit</u>	<u>Did Not Know</u>	<u>t-value</u>
Typical Number of Drinks Consumed	4.43	2.96	3.63*
Drinking Frequency (per week)	3.36	2.86	1.64
Maximum Number of Drinks Consumed	8.25	5.50	2.92*
Maximum Number of Drinks and Still Drive	2.72	2.34	1.67
Dose of Alcohol Consumed per Occasion (ml alcohol per kg body fluid)	1.71	1.30	2.72*

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\* p<.01

Although there were too few respondents who knew the blood alcohol limit for temporary licence suspension in Ontario to identify characteristics of this group, it was interesting to note that about 80% of respondents who could correctly identify this provincial blood alcohol limit also knew the Canadian statutory blood alcohol limit.

It became increasingly apparent throughout the process of identifying the prominent characteristics of the group who knew the statutory blood alcohol limit that this group resembled the group of drinking drivers discussed in Section 3.3. In fact, there was considerable overlap in these two groups: 68% of drinking drivers and 70% of impaired drivers could correctly identify the statutory limit.

A final knowledge item was included to determine the quantity of alcohol respondents thought they could consume in a two hour period and still maintain the ability to drive safely. Responses ranged from one drink



to ten drinks, with the average value being about 2.5 drinks. The subjective nature of the question precludes an interpretation of responses in terms of a simple criterion of "right" and "wrong". Rather, responses must be evaluated in relation to some measure of the degree of impairment that would be evident following the consumption of the stated quantity of alcohol. Given that measures of actual impairment are impossible to obtain from questionnaire data, a surrogate measure--theoretical BAC--can be easily calculated. Using the method described by Watson, Watson and Butt (1981), theoretical BACs were computed for each person responding to this question. This method is a modified version of the Widmark equation which takes the amount of alcohol consumed, sex, body weight, total body water and age into consideration. This group of variables, while of primary importance, are not the only factors influencing the BAC attained. Stomach contents, gastric motility, actual rate of consumption and type of beverage consumed can have a profound influence on BAC. The calculations, therefore, are estimates of BAC under ideal conditions.

On the basis of the responses to this question, it was determined that theoretical BACs ranged from a low of 0 mg% to a high of about 165 mg%. The quantity of alcohol that most respondents reported they could consume in a two hour period and still drive would be expected to result in BACs below 50 mg%--a level not inconsistent with the safe operation of a motor vehicle. About 1 in 6 respondents (17.6%) would attain theoretical BACs in excess of the statutory limit (i.e., over 80 mg%). A further 16.6% would reach a BAC of between 50 and 80 mg%, a level sufficient to have one's licence suspended for a period of 12 hours.

### **3.5 Attitudes and Opinions**

Attitudes and opinions about drinking and driving were assessed by a 15-item seriousness-of-offence scale (questions 49 through 63), a 14-item attitude scale (questions 8 through 21), and a series of opinion questions concerning the penalties for drinking-driving offences



(questions 29 through 37). Each of these areas will be discussed separately in the sections that follow.

3.5.1 Seriousness of Offences. Respondents were asked to rate the seriousness of 15 behaviours that violate society's standards of conduct. The one exception is item 54 -- driving after drinking -- which is not an offence under the law unless one's ability is impaired or one's BAC is in excess of the specified maximum value. This item was deliberately left vague in an attempt to tease out the subtleties in the public's view of this area. The order of presentation of the items was rotated in order to avoid a systematic bias in responding.

A list of the 15 offences in order of perceived seriousness is presented in Table 3.13. "Driving while impaired by alcohol" was rated overall as the third most serious offence, next to murder and child abuse. Clearly, respondents viewed "impaired driving" as a very serious act. "Driving after drinking" was also rated as very serious, albeit less so than "impaired driving". Although the distinction between "driving after drinking" and "driving while impaired" appears slight, it may nonetheless be an important one in terms of the public's perception of the problem. The ranking of the offence of "refusing a breathalyzer test" relative to the other drinking-driving offences is somewhat curious, given that it is, in fact, a criminal offence (Criminal Code of Canada, S.235) that carries with it penalties equivalent to those for impaired driving. Respondents rated this offence tenth overall, between two traffic offences--driving through a red light and speeding. It would appear that respondents perceive providing a sample of one's breath more as a matter of personal choice or individual rights rather than a requirement under the law. Given that the demand for a breath sample cannot be made by a police officer without "reasonable and probable" grounds that the driver has been drinking, persons who are asked to provide a sample are, with a certain high probability, drinking-drivers. The discrepancy between the seriousness ratings of "refusing a breathalyzer test" and "driving after drinking" would appear to indicate that the public perceives these two offences as distinct and separate behaviours.



Males and females differed in their ratings of perceived seriousness of a number of offences (Table 3.13). In all cases, females rated offences more seriously than males. In general, the average seriousness rating of males was more than a full scale point lower than that of females. Both sexes did, however, rate "impaired driving" and "driving after drinking" equally, with only "refusing a breathalyzer test" receiving a significantly lower rating from male respondents. Therefore, even though males and females do not always agree on the perceived seriousness of various offences, they are in general agreement that drinking and driving behaviour is very serious.

TABLE 3.13  
Perceived Seriousness of Offences According to Sex

Rank Order	<u>Offence</u>	<u>Total Sample</u>	<u>Mean Rating</u> <sup>*</sup>	
			<u>Males</u>	<u>Females</u>
1.	Murder	9.94	9.90	9.98
2.	Child Abuse <sup>+</sup>	9.54	9.30	9.77
3.	Driving While Impaired	8.99	8.77	9.21
4.	Assault	8.88	8.70	9.06
5.	Driving After Drinking	8.22	8.02	8.43
6.	Pornography <sup>+</sup>	7.20	6.09	8.30
7.	Shoplifting	6.86	6.55	7.16
8.	Hunting out of Season	6.75	6.43	7.07
9.	Driving Through a Red Light	6.73	6.20	7.26
10.	Refusing Breathalyzer Test <sup>+</sup>	6.56	6.05	7.06
11.	Speeding <sup>+</sup>	6.37	5.48	7.26
12.	Drinking Under Age <sup>+</sup>	6.26	5.73	6.79
13.	Lying to Customs	5.56	5.36	5.76
14.	Possession of Marijuana <sup>+</sup>	5.29	4.51	6.06
15.	Smoking in a Non-Smoking Area <sup>+</sup>	4.95	4.46	5.44

\* 1 = not at all serious; 10 = very serious

+ Differences between sexes are statistically significant ( $p < .01$ ).



TABLE 3.14

## Mean Ratings of Perceived Seriousness of Offences According to Age

	<u>16-18</u>	<u>19-24</u>	<u>25-29</u>	<u>30-34</u>	<u>35-39</u>	<u>40-44</u>	<u>45-49</u>	<u>50-54</u>	<u>55-59</u>	<u>60+</u>
<b>Offence</b>										
Murder	9.78	9.92	10.00	9.97	10.00	9.92	9.69	9.67	9.98	9.98
Child Abuse	9.14	9.64	9.56	9.70	9.79	9.83	9.15	9.54	9.33	9.14
Driving While Impaired	8.71	9.12	8.74	8.85	8.82	9.34	8.92	9.77	8.67	9.02
Assault *	7.78	8.32	9.11	9.08	8.82	9.62	8.46	8.62	9.00	8.93
Driving After Drinking	8.00	8.60	8.37	8.19	7.91	8.78	7.62	8.23	8.67	8.02
Pornography	7.00	6.52	6.67	6.81	6.53	7.41	7.75	9.00	8.17	7.98
Shoplifting	5.43	7.08	6.89	6.62	6.76	7.14	6.38	7.85	7.33	7.10
Hunting out of Season	5.64	6.24	6.56	6.98	5.94	7.28	6.61	7.23	7.17	7.43
Driving Through Red Light	5.21	6.80	6.33	6.45	6.59	6.72	6.85	7.85	8.83	7.19
Refusing Breathalyzer *	6.14	6.64	6.59	6.21	6.18	6.38	6.23	7.15	5.33	7.52
Speeding *	5.21	6.08	6.63	5.91	6.09	6.45	5.23	7.85	8.83	7.00
Drinking Under Age	4.28	5.96	6.33	5.87	5.79	6.21	6.46	7.15	7.00	7.45
Lying to Customs *	4.21	5.72	5.96	5.21	4.50	4.89	5.92	7.46	4.67	6.78
Possession of Marijuana *	5.71	4.88	5.26	4.19	4.12	4.48	5.54	7.77	7.00	7.07
Smoking in Non-smoking Area *	2.21	4.68	5.85	4.34	5.09	4.38	5.08	7.00	4.83	5.76

\* Differences among means are statistically significant ( $p < .05$ )



The perceived seriousness of offences according to age of respondents is presented in Table 3.14. Differences among age groups in seriousness ratings are evident for some offences (e.g., speeding, drinking under age, possession of marijuana) with younger respondents generally rating the offences less seriously than older respondents. No differences were found among age groups in the perceived seriousness of "impaired driving", "driving after drinking" and "refusing a breathalyzer test".

TABLE 3.15

**Mean Ratings of Perceived Seriousness of Offences for Professed Drinking Drivers and Non-Drinking Driving**

<u>Offence</u>	<u>Mean Rating</u>		
	<u>Drinking Drivers</u>	<u>Non-Drinking Drivers</u>	<u>t-value</u>
Murder	9.95	9.96	0.51
Child Abuse	9.52	9.53	0.08
<b>Driving While Impaired</b>	<b>8.70</b>	<b>9.19</b>	<b>2.24*</b>
Assault	8.96	8.85	-0.47
<b>Driving After Drinking</b>	<b>7.61</b>	<b>8.68</b>	<b>4.20**</b>
Pornography	6.58	7.41	1.95
Shoplifting	6.91	6.79	-0.38
Hunting out of Season	6.31	6.91	1.58
Driving Through Red Light	6.25	6.89	1.82
<b>Refusing Breathalyzer</b>	<b>6.10</b>	<b>6.72</b>	<b>1.56</b>
Speeding	5.69	6.58	2.60*
Drinking Under Age	5.63	6.37	1.92
Lying to Customs	5.24	5.48	0.61
Possession of Marijuana	4.28	5.34	2.52*
Smoking in Non-Smoking Area	4.83	4.96	0.32

\* p<.05

\*\* p<.001

In the absence of finding any differences in the perceived seriousness of drinking-driving behaviours due to age or sex, it was hypothesized that differences might exist between those who actually engage in the



behaviour versus those who do not. Table 3.15 presents the mean seriousness ratings for the various offences according to professed driving after drinking behaviour. This was, in fact, the case, as respondents who admitted being drinking drivers rated "impaired driving" and "driving after drinking" as significantly less serious than non-drinking drivers. As indicated by the difference between the ratings of the two offences, drinking drivers have a greater tendency to distinguish between "impaired driving" and "driving after drinking". The mean difference between ratings of "impaired driving" and "driving after drinking" was 1.09 for the drinking driver group while that for the non-drinking driver group was 0.51.

3.5.2 Attitudes Toward Drinking and Driving. A factor analysis was performed on the original set of 14 attitude items (questions 8 through 21, Appendix A) in order to produce smaller groups of items measuring a common underlying construct. The analysis identified five principal factors which were subsequently determined to represent the following general constructs:

**Factor 1: Tolerance of Drinking-Driving (items 10,14,17,18);**

**Factor 2: Personal Responsibility (items 8,11,12)**

**Factor 3: Server Responsibility (items 13,19)**

**Factor 4: Police Action (items 9,21);**

**Factor 5: Inevitability/Acceptance of Drinking-Driving (9,20).**

Only the item concerning controls on the sale and consumption of alcoholic beverages (item 15) failed to be significantly related to any one factor.

Composite scores for each factor were computed by summing an individual's weighted scores on the items included in each factor. In this



manner, a series of five factor scores were calculated for all respondents. Comparing these factor scores in male and female samples revealed that males are significantly more tolerant of drinking-driving (Factor 1) than females and females have a greater sense of personal responsibility (Factor 2) than males. None of the other factors showed significant sex differences. Comparisons between drinking and non-drinking driver groups revealed that non-drinking drivers were more favourably disposed to the concept of sever responsibility (Factor 3) than were drinking drivers. On the other hand, as might be expected from the evidence presented in the previous section, drinking drivers were somewhat more tolerant of drinking-driving (Factor 1). Impaired drivers could not be distinguished from drinking drivers on the basis of their scores on any of the five factors.

Tolerance of Drinking-Driving (Factor 1) showed a strong, negative relationship to the perceived seriousness of "impaired driving" ( $r=-.414$ ) and "driving after drinking" ( $r=-.351$ ) but less so with "refusing a breathalyzer test" ( $r=-.157$ ). Similarly, Personal Responsibility (Factor 2) and Server Responsibility (Factor 3) were directly related to ratings of perceived seriousness of the three drinking-driving offences (correlations between .122 and .316). No relationship was evident between any of the factors and age or measures of drinking patterns.

3.5.3 Penalties for Drinking-Driving Offences. Respondents were asked a series of questions pertaining to the severity of court-imposed sanctions for drinking-driving offences. To begin with, respondents were asked about any perceived changes in the penalties for drinking and driving in the past year. Despite the fact that the actual penalties had not been changed, 42.4% of respondents indicated that they thought the sanctions had become more severe. Only a small percentage (7.8%) thought the penalties had become less severe. By far the majority of respondents (83.7%) thought the fine for drinking driving should be increased, with only 14.7% favouring no change.

Table 3.16 presents the proportion of respondents favouring a mandatory



jail sentence for various drinking-driving offences. Whereas the majority of those surveyed were opposed to a jail term for a first offence (70.3%), the situation is quite the opposite when it comes to a second offence with 85.5% supporting a mandatory period of incarceration in this instance. There is even greater agreement on jail sentences for drinking-driving offences that result in accident, injury or death. There were no differences in the proportion of respondents favouring jail terms for any offence due to sex, age or professed drinking-driving behaviour.

TABLE 3.16

**Opinions Regarding Mandatory Jail  
Terms for Drinking Driving Offences**

<u>Offence</u>	<u>% In Favour</u>	<u>% Opposed</u>
First Drinking-Driving Offence	29.7	70.3
Second Offence	85.5	14.5
Offence Involving Accident or Injury	88.6	11.4
Accidents Resulting in Death	95.9	4.1

Respondents were also asked to indicate their personal opinion concerning the appropriate length of licence suspension for two different situations--a first drinking-driving offence and an offence resulting in injury or death. Table 3.17 presents the results for the two offences. For a first drinking-driving offence, the most popular response favoured the current 3 month term of licence suspension (42.9%) with a further 28.3% indicating that a 6 month suspension was preferable. In the case of an offence resulting in injury or death, the largest proportion of respondents (48.4%) were in favour of a permanent licence suspension. Only 6.9% thought a suspension of less than 1 year was appropriate. Although there were no differences in opinions due to sex or age, a smaller proportion of the group of professed drinking drivers (37.4%) than non-drinking drivers (55.3%) agreed with a permanent licence suspension for cases resulting in injury or death.



TABLE 3.17

Proportion of Respondents Favouring Different  
Length of Licence  
Suspensions for Drinking-Driving

<u>Offence</u>	<u>Length of Suspension</u>				
	<u>3 months</u>	<u>6 months</u>	<u>9 months</u>	<u>1 year</u>	<u>Longer*</u>
First Drinking-Driving Offence	42.9	28.3	2.0	19.0	7.7
<hr/>					
<u>Offence</u>	<u>3 months</u>	<u>6 months</u>	<u>1 year</u>	<u>2 years</u>	<u>3 years</u>
Offences Resulting in Injury or Death	2.4	4.5	19.9	6.9	17.9
					48.4

\* Includes those who voluntarily responded "permanently".

Respondents were also asked whether the statutory blood alcohol limit should be changed. The majority believed this limit should remain the same (63.2%), while 12.6% thought it should be higher (i.e., more lenient) and 24.2% believed it should be lower (i.e., more strict). There was a slight tendency for females to agree with lowering the limit. As indicated in Table 3.18, the group of admitted drinking drivers were significantly more likely than non-drinking drivers to favour either raising the limit or making no change.

TABLE 3.18

Proportion of Drinking and Non-Drinking Drivers Favouring Changes in the Statutory Blood Alcohol Limit

<u>Group*</u>	<u>Higher</u>	<u>Remain Same</u>	<u>Lower</u>
Drinking Drivers	18.9	71.6	9.5
Non-Drinking Drivers	8.4	59.0	32.5
Total	13.4	65.0	21.6

\*  $\chi^2 = 13.72$ , df=2,  $p < .01$



### 3.6 Awareness of Countermeasure Programmes

Of fundamental importance in an impact evaluation of a specific programme is the group's baseline level of awareness of other ongoing programmes that are perceived as being in some way related or complementary to the programme to be evaluated. Because certain aspects of the Beaches countermeasure programme were actually initiated in the previous year--some actually specific to the community, others with more general focus--it was deemed critical to determine the extent to which these measures could be recalled. Hence, respondents in the present survey were probed in depth about their knowledge or awareness of any programmes or activities related to drinking-driving. Questions relating to this aspect of the survey could be divided into three general areas: awareness of the police RIDE (Reduced Impaired Driving Everywhere) programme; awareness of community-based campaigns to reduce drinking-driving; and awareness of media campaigns directed at the problem of drinking and driving, specifically the two posters sponsored by the Ministry of the Attorney General. Respondents were also asked about personal action taken to reduce the chances of being apprehended by the police for driving after drinking.

3.6.1 Awareness of RIDE Programme. The Metropolitan Toronto Police operate a random spot check for drinking drivers known as the RIDE programme. Almost half of respondents (49%) indicated that they had been stopped in a RIDE spot check at some time. It is not clear, however, as to whether respondents were answering on the basis of their experience exclusively as a driver or if passenger status was also included. Nevertheless, the high positive rate indicates that the RIDE programme has had a high profile among those surveyed.

By far the majority of respondents (74%) thought that the RIDE programme operated during the winter months or at Christmas. Only 18% were aware that the programme operates throughout the year. Given these results, it is not surprising to find that 86% of respondents thought that their chances of being caught by the police for drinking and driving were highest during the holiday season.



3.6.2 Awareness of Community-Based Campaigns. Although certain activities were undertaken by the Beaches community in the previous year, only 28.4% of respondents indicated any knowledge of such. Of these, it appears that many of the programmes or activities mentioned were not specific to the Beaches community but were more general in scope. The local programme that was most often mentioned was that involving the local bars and taverns paying for taxi cabs or limiting the amount of alcohol sold. A significantly greater proportion of respondents who admitted driving after drinking were aware of community programmes (37.6%) than were non-drinking drivers (23.5%). A list of other responses to this question (item 48) are included in Appendix B.

3.6.3 Awareness of Media Campaigns. The primary objective of this part of the survey was to ascertain the level of public awareness of the two posters sponsored by the Ministry of the Attorney General. Two approaches were adopted: the first asked for general recall of any message in the media related to the issue of drinking and driving; the second asked for specific recognition of each of the Ministry's drink-driving posters.

Only 10% of those surveyed indicated that they had not noticed any form of media ad related to drinking and driving in the past year. Over 50% of those who had not seen a drinking-driving message were 60 years of age or older, the group least likely to be drinking-drivers. Respondents were asked to briefly describe up to three ads that they had either seen or heard. Of the total of 447 responses, 40 (8.9%) specifically mentioned one of the Ministry of the Attorney General's posters, either "First he Killed the Bottle"" or "Feeling No Pain". A further 15.4% replied with some form of the message "Don't Drink and Drive" and 6.9% noted ads in bus shelters, many of which could have been the Ministry's posters. There was a wide variety of other specific messages mentioned including those on bumper stickers, posters, billboards, radio and television. The complete list of responses to this question (item 40) is contained in Appendix B.

The first series of questions on the Ministry of the Attorney General's posters concerned that which displayed a man sitting on the roadway in



front of a police car and a body bag with the caption "First, He Killed The Bottle...". About half (49.6%) of all respondents recalled seeing this poster. From the list of answers given in response to the query about the message of this poster (see Appendix B), it is obvious that its message was clear to just about everyone who had seen the poster. About 41% of those who recognized the poster could correctly attribute its sponsorship to either the Government of Ontario or more specifically, to the Ministry of the Attorney General.

The other poster sponsored by the Ministry of the Attorney General displayed three covered victims of a night time traffic accident lying on the roadway with the caption "Feeling No Pain". As was the case with the other poster, recognition was high with 51.6% of respondents indicating that they had seen this poster. Responses concerning the message of this poster (Appendix B) also revealed a high level of comprehension. Close to half (45%) of those recognizing the poster attributed its sponsorship to either the Ontario Government or more specifically, to the Ministry of the Attorney General.

Table 3.19 displays the proportion of respondents recognizing either or both of the Ministry's posters. In total, 68.8% of respondents could recall seeing at least one of the two posters. Respondents were more likely to have seen both posters than either one alone.

TABLE 3.19

Respondents Recognizing Either or Both Posters  
Sponsored by the Ministry of the Attorney General

<u>"First He Killed the Bottle"</u>	<u>"Feeling No Pain"</u>	<u>Both</u>	<u>Neither</u>
43 (17.2%)	48 (19.2%)	81 (32.4%)	78 (31.2%)

$$\chi^2 = 18.55, \text{ df}=1 \quad p < .0001$$



In terms of the characteristics of persons recognizing the posters, there was no difference between males and females. As indicated in Table 3.20, persons aged 20-39 years were significantly more likely to have reported seeing each poster. Respondents under 20 or over 50 were least likely to have seen the posters. Those who reported seeing the first poster were an average of 8 years younger than those who had not (36.1 and 44.2 years old, respectively). A similar result was found for the second poster as well, with those who reported seeing it being an average of 6 years younger than those who had not (37.2 versus 43.3 years).

TABLE 3.20

Respondents Recognizing the Ministry of the  
Attorney General's Posters According to Age

<u>Poster</u>	<u>16-19</u>	<u>20-29</u>	<u>30-39</u>	<u>40-49</u>	<u>50-59</u>	<u>60+</u>
"First He Killed The Bottle"*	9 (7.3)	33 (26.6)	43 (34.7)	20 (16.1)	6 (4.8)	13 (10.5)
"Feeling No Pain"**	6 (4.7)	32 (24.8)	47 (36.4)	20 (15.5)	9 (7.0)	15 (11.6)

\*  $\chi^2 = 15.02$ , df=5,  $p < .02$

\*\*  $\chi^2 = 11.48$ , df=5,  $p < .05$

In comparing the characteristics of respondents who recognized at least one poster with those who did not, there was no difference between groups in terms of marital status, income or reported drinking-driving behaviour. Persons who recognized a poster were, however, were more likely to know the statutory blood alcohol limit and more likely to have been stopped in a police RIDE spot check. They also reported a higher frequency of seat belt usage and, with the exception of the three drinking-driving offences, tended to rate the other offences less seriously than persons who had not seen the posters.



3.6.4 Personal Action. Following the series of questions on the police RIDE programme, respondents were asked if they did anything differently at this time of year to reduce their chances of being caught by the police for drinking and driving. Of respondents who reported consuming alcohol at least occasionally, 32.8% indicated that they changed their behaviour in some manner in an effort to reduce their chances of being apprehended by the police for drinking and driving. Over half (57.6%) of those who altered their behaviour were admitted drinking-drivers. Self-professed impaired drivers were also overrepresented among those who attempted to reduce the probability of being caught.

The specific tactics that respondents employed to avoid apprehension are included in Appendix B. The action most often taken involved separating drinking from driving behaviour: taking a taxi, letting someone else drive, walking, or not driving at all. Consuming less alcohol or not drinking at all were also popular tactics.



#### 4.0 Conclusion

The selection of the Beaches as a community for study was not done on the basis of it being representative of a "typical" community in Ontario. In fact, the Beaches is rather unique in many respects. It is a very fashionable, "trendy" area of Toronto. Young, well-educated persons from upper income groups are overrepresented in the population of this community. While some may question the use of such a community, the sole reason for selecting the Beaches was the local commitment to conduct an intensive drinking-driving countermeasure campaign over the Christmas holiday season.

The results of the survey described in this report provide a baseline measure of the prevailing attitudes, practices and beliefs concerning the issue of drinking and driving in the Beaches community prior to the introduction of the formal countermeasure campaign. This survey represents the first phase of an evaluation of the impact of this countermeasure programme. A subsequent survey is planned for the end of the campaign to determine the extent to which knowledge, attitudes and practices of drinking-driving may have been influenced over the course of the campaign. As the present survey was conducted immediately prior to the introduction of the programme, it reveals no information whatsoever about the campaign itself.

The public's perception of drinking-driving offences is, in many respects, in direct conflict with the professed frequency of the occurrence of the behaviour. "Impaired driving" and "driving after drinking" were rated by the majority of respondents as very serious offences, yet driving after drinking was reported to be a relatively common occurrence. To some extent this apparent discrepancy between attitude and behaviour is reconciled by the nature and severity of penalties the public deems appropriate for drinking-driving offences. In general, the consensus is that first offenders should be treated with leniency--anyone, including themselves, could get caught once. For a second offence, or one that results in injury or death, the majority view a mandatory term of incarceration and a lengthy licence suspension



as appropriate sanctions. It appears as though the public holds a double standard when it comes to drinking and driving, one that may be helping to perpetuate the problem.

This divergence of opinion about drinking-driving offences is also reflected in the perceived seriousness of refusing a breathalyzer test. Driving after consuming alcohol or while impaired by alcohol were rated in the same range as murder, child abuse and assault, whereas refusing a breathalyzer test was ranked along with traffic offences. This would appear to indicate that what the law views as a drinking-driving offence is not necessarily included in the public's conceptualization of what constitutes a drinking-driving offence. Many perceived the offence of refusing a breathalyzer test as distinct and separate from the act of driving after drinking or while impaired.

Many people place a great deal of faith in the role of educational programmes to help reduce the drinking-driving problem. The present survey revealed large gaps in the degree of public knowledge about certain aspects of the law. Admittedly, drinking-driving statutes are rather complex, particularly the nature of the measure used to determine degree of driving impairment. Blood alcohol measurement is not a readily understood concept; relating this scientific measure to one's own subjective experience with alcohol is another matter entirely. Therefore, the question remains as to whether knowledge of the legal blood alcohol limit is of any value in preventing driving after drinking. Interestingly enough, the professed drinking drivers in the present survey were most likely to know the statutory blood alcohol limit. Perhaps those at highest risk of committing the offence seek out or pay attention to such information. It remains to be demonstrated if this knowledge has any influence on their behaviour.

Throughout this report, repeated comparisons were made with the results of other similar surveys. Such comparisons were drawn in order to highlight certain findings or clarify apparent discrepancies in results, not to demonstrate that the Beaches community was any "better" or "worse" than the rest of Canada in terms of drinking-driving. It was



irrelevant to the goals and objectives of the programme whether the Beaches was a particularly "good" or "bad" community concerning the drinking-driving problem. The purpose of the present survey was to establish a baseline measure of the community's attitudes, knowledge and opinions about drinking and driving regardless of how well these measures compared to national averages.

Although this first phase of the project is of interest in its own right, it is the second phase of this project that will be crucial in determining the extent to which the campaign had an impact on the community. This second survey in this project, to be conducted after the conclusion of the formal campaign, will look at changes in the attitudes, opinions and professed practices of driving after drinking in the Beaches. This subsequent survey will constitute the actual "evaluation" aspect of the project. Programme evaluation in the classic sense requires that some criterion measure or variable be available for comparison before, after and even during the operation of the programme. In the present case, one can conceive this criterion measure to take the form of the incidence of driving after drinking, the blood alcohol concentrations of drivers on the road, the number of alcohol-related collisions or the number of arrests made for drinking-driving offences. Such measures are either not readily available or not adequate for purposes of evaluation. In any event, it was not the purpose of this project to evaluate the programme on this basis.

Admittedly, reducing driving after drinking and the incidence of alcohol-related collisions are fundamental goals of all countermeasure activities. From the perspective of community-based strategies, such objectives are the culmination of many years of continued effort to change the social norm, to make driving after drinking socially unacceptable, and unnecessary. The first phase involves reaching the public with the message and beginning the long, often slow process of social change. To expect marked changes in attitudes, knowledge and behaviour would perhaps be somewhat unrealistic. Rather, making the public aware



of the problem and some of the available alternatives to driving after drinking would be a tremendous first step. This would at least encourage people to consider the problem, particularly in light of their own behaviour. The principal goal of the present evaluation exercise is to determine the extent to which the programme conducted in the Beaches reached the public and to measure any effects it may have had.



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## 6.0 Footnotes

<sup>1</sup> The interviews were conducted by Decima Research Limited. Margaret A. Buhlman served as principal investigator for this project at Decima.

<sup>2</sup> This difference between sexes is statistically significant ( $t=5.35$ ,  $df=210$ ,  $p<.001$ ).

<sup>3</sup> This difference is statistically significant ( $t=5.25$ ,  $df=208$ ,  $p<.0013$ ).

<sup>4</sup> The average dose of alcohol consumed (ml absolute alcohol per kg body fluid) by females (1.4) was not significantly different from that of males (1.6) ( $t=1.10$ ,  $df=210$   $p>.2$ )

<sup>5</sup> In the present example, this probability is equal to 1 in 6, or .167.

<sup>6</sup>  $\chi^2 = 21.95$   $df=1$   $p<.0001$



## 7.0 Appendix

A - The Questionnaire

B - Verbatim Responses to Open-Ended Questions



**APPENDIX A****The Questionnaire**



## INTERVIEW SCHEDULE

A. Are you 16 years of age or older and a Canadian resident? YES (CONTINUE).....A  
NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

---

B. Have I reached you at your home phone number? YES (CONTINUE).....A  
NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

---

1. Do you have a valid driver's licence? YES (SKIP TO Q3).....1\* (73%)  
NO (GO TO Q2).....2 (27%)

---

IF "NO" TO Q1, ASK:

2. Could you please tell me why you do not have a licence? (DO NOT READ LIST)	NEVER LICENCED.....1 LICENCE HAS EXPIRED.....2 LICENCE HAS BEEN SUSPENDED..3 LICENCE HAS BEEN REVOKED....4 OTHER (VOLUNTEERED).....5 NO OPINION (VOLUNTEERED)....6	(69%) ( 4%) ( 2%) ( 0%) (22%) ( 3%)
---	---	--

3. Approximately how many miles did you drive in the past 12 months? (If kilometers given, write out.) (DO NOT READ LIST)

0-999 MILES.....1 1,000-4,999 MILES.....2 5,000-9,999 MILES.....3 10,000-14,999 MILES.....4 15,000-19,999 MILES.....5 20,000 MILES OR OVER.....6 NO OPINION (VOLUNTEERED).....7	(25%) (16%) (11%) (14%) ( 6%) (12%) (16%)
---	---

---

4. When you are in a vehicle, how often would you say you wear your seatbelt? Would you say you wear it... (READ LIST)?

NEVER.....1 RARELY.....2 ABOUT HALF THE TIME.....3 ALMOST ALWAYS.....4 ALWAYS.....5 NO OPINION (VOLUNTEERED).....6	( 6%) ( 4%) ( 7%) (14%) (68%) ( 1%)
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Note 1: Responses may not sum to 100 percent due to rounding throughout the Sections.

2: ( \* ) denotes a percentage value greater than 0 but less than 0.5 throughout the Sections.



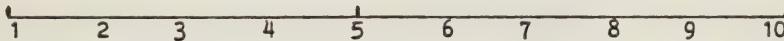
- |    |   |                               |   |       |
|----|---|-------------------------------|---|-------|
| 5. | When you go out for recreation or entertainment, would you say that you never, rarely, sometimes, frequently, or always do so within your own community as opposed to going to some other area of the city? | NEVER.....                    | 1 | ( 6%) |
|    |   | RARELY.....                   | 2 | (18%) |
|    |   | SOMETIMES.....                | 3 | (31%) |
|    |   | FREQUENTLY.....               | 4 | (31%) |
|    |   | ALWAYS.....                   | 5 | (14%) |
| 6. | Would you say that none, some, most, or all of your friends live within the same community as yourself?   | NONE.....                     | 1 | ( 9%) |
|    |   | SOME.....                     | 2 | (55%) |
|    |   | MOST.....                     | 3 | (30%) |
|    |   | ALL.....                      | 4 | ( 6%) |
| 7. | Do you personally belong to any community groups?   | YES.....                      | 1 | (27%) |
|    |   | NO.....                       | 2 | (73%) |
|    |   | NO OPINION (VOLUNTEERED)..... | 3 | ( *)  |

Now, I'm going to read you a list of statements various people have made at one time or another. I'd like you to tell me how you, personally, feel about each statement by giving me a number between 1 and 10, where 1 means you totally disagree with the statement, and 10 means you totally agree with the statement. Many people's opinions fall somewhere in between these two points depending on how they feel about the statement. The first statement is...(ROTATE STATEMENTS 8 - 21...READ FIRST STATEMENT...REPEAT SCALE INSTRUCTIONS IF REQUESTED) Where would you place yourself on this scale?

**TOTALLY DISAGREE**

### **DEPENDS**

**TOTALLY AGREE**



**MEAN  
RATING**

- |     |   |      |
|-----|---|------|
| 8.  | If people want to do things which can cause sickness or injury to <u>themselves</u> , they have every right to do so. | 4.79 |
| 9.  | The police are doing an adequate job of enforcing drinking-driving laws.  | 6.52 |
| 10. | Some people can drink and then drive safely.  | 2.94 |
| 11. | People have a responsibility to prevent others from driving after drinking.   | 7.85 |



MEAN  
RATING

- |   |      |
|---|------|
| 12. People have a <u>moral</u> responsibility to avoid doing things which can cause sickness or injury to themselves.               | 7.46 |
| 13. Bartenders should be responsible for any accidents their customers have while driving home.                                     | 3.36 |
| 14. Drinking and driving is all right in some cases.  | 2.67 |
| 15. The sale and consumption of alcoholic beverages should be strictly controlled.  | 6.06 |
| 16. Drinking and driving is being accepted more and more as time goes on.   | 3.13 |
| 17. If one only has a short distance to travel, then driving after drinking is unlikely to cause any harm.                          | 2.11 |
| 18. There are many benefits associated with the consumption of alcohol.   | 2.93 |
| 19. Social hosts who serve alcoholic beverages in their homes should be held responsible for the safety of their guests going home. | 4.77 |
| 20. Drinking and driving is inevitable and will always be with us.  | 6.00 |
| 21. The police are doing more to enforce drinking-driving laws than they ever have in the past.                                     | 7.86 |

END OF ROTATION

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- |  |                               |       |
|--|-------------------------------|-------|
| 22. You may have heard about the police RIDE program...that is, Reduce Impaired Driving Everywhere, which stops cars at random to check for drinking drivers. Have you ever been stopped by the police in a RIDE spot check? | YES.....1                     | (49%) |
|  | NO.....2                      | (51%) |
|  | NO OPINION (VOLUNTEERED)....3 | (*)   |
-



23. If you had to guess, can you tell me at what time of year the police RIDE program operates? (DO NOT READ LIST)
- |                               |   |       |
|-------------------------------|---|-------|
| CHRISTMAS/NEW YEARS.....      | 1 | (62%) |
| WINTER (DEC., JAN., FEB.).... | 2 | (12%) |
| SPRING (MAR., APR., MAY)....  | 3 | ( 0%) |
| SUMMER (JUNE, JULY, AUG.).... | 4 | ( 2%) |
| FALL (SEPT., OCT., NOV.)....  | 5 | ( 4%) |
| ALL YEAR.....                 | 6 | (18%) |
| DON'T KNOW (VOLUNTEERED)....  | 7 | ( 2%) |
- 
24. Do you think that a person is a lot more likely, somewhat more likely, about the same, somewhat less likely, or a lot less likely to be caught by the police for driving after drinking now than a few years ago?
- |                           |   |       |
|---------------------------|---|-------|
| A LOT MORE LIKELY.....    | 1 | (44%) |
| SOMEWHAT MORE LIKELY..... | 2 | (44%) |
| ABOUT THE SAME.....       | 3 | ( 8%) |
| SOMEWHAT LESS LIKELY..... | 4 | ( 4%) |
| A LOT LESS LIKELY.....    | 5 | ( 1%) |
- 
25. At what time of year do you think a person's chances of being caught by the police for drinking-driving are highest? (DO NOT READ LIST)
- |                               |   |       |
|-------------------------------|---|-------|
| CHRISTMAS/NEW YEARS.....      | 1 | (78%) |
| WINTER (DEC., JAN., FEB.).... | 2 | ( 8%) |
| SPRING (MAR., APR., MAY)....  | 3 | ( 0%) |
| SUMMER (JUNE, JULY, AUG.).... | 4 | ( 5%) |
| FALL (SEPT., OCT., NOV.)....  | 5 | ( 2%) |
| ALL YEAR.....                 | 6 | ( 4%) |
| DON'T KNOW (VOLUNTEERED)....  | 7 | ( 2%) |
| NO OPINION (VOLUNTEERED)....  | 8 | ( 1%) |
- 
26. Do you do anything differently at this time of year to reduce your chances of being caught by the police for driving after drinking?
- |                              |    |       |
|------------------------------|----|-------|
| NO (SKIP TO Q28).....        | 1* | (66%) |
| YES (GO TO Q27).....         | 2  | (29%) |
| NO OPINION (VOLUNTEERED).... | 3  | ( 5%) |

IF "YES" TO Q26, ASK:

27. What do you do differently at this time of year? (PROBE  
...ACCEPT ONLY ONE RESPONSE...ANSWER MUST BE AT LEAST  
TEN WORDS)



28. As you probably know, in Canada it is against the law to drive with more than a certain amount of alcohol in your blood. If you had to guess, what do you think this legal limit is?  
 (DO NOT READ LIST)
- |   |    |       |
|---|----|-------|
| .00 OR 0 (GO TO Q29).....                   | 1  | (*)   |
| .05 OR 50 OR .5 (GO TO Q29)....             | 2  | (5%)  |
| .08 OR 80 OR .8 (GO TO Q29)....             | 3  | (52%) |
| .10 OR 100 OR 1.0 (GO TO Q29)....           | 4  | (2%)  |
| OTHER (GO TO Q29).....                      | 5  | (16%) |
| DON'T KNOW (VOLUNTEERED - SKIP TO Q30)..... | 6* | (24%) |

IF ANY ANSWER OTHER THAN "DON'T KNOW" TO Q28, ASK:

29. Do you think this limit should be higher, lower, or remain the same?
- |                              |   |       |
|------------------------------|---|-------|
| HIGHER.....                  | 1 | (12%) |
| LOWER.....                   | 2 | (23%) |
| REMAIN THE SAME.....         | 3 | (61%) |
| NO OPINION (VOLUNTEERED).... | 4 | (4%)  |
- 
30. In the past year, do you think that the penalties imposed by the courts for drinking-driving have become more severe, less severe, or stayed the same?
- |                              |   |       |
|------------------------------|---|-------|
| MORE SEVERE.....             | 1 | (42%) |
| LESS SEVERE.....             | 2 | (8%)  |
| STAYED THE SAME.....         | 3 | (49%) |
| NO OPINION (VOLUNTEERED).... | 4 | (2%)  |

31. In your opinion, should the fine for drinking-driving be... (READ LIST)?
- |                              |   |       |
|------------------------------|---|-------|
| INCREASED A GREAT DEAL.....  | 1 | (65%) |
| INCREASED SLIGHTLY.....      | 2 | (17%) |
| REMAIN THE SAME.....         | 3 | (14%) |
| DECREASED SLIGHTLY.....      | 4 | (1%)  |
| DECREASED A GREAT DEAL.....  | 5 | (*)   |
| NO OPINION (VOLUNTEERED).... | 6 | (2%)  |

In your opinion, should there be a jail sentence imposed for.....

32. A first drinking-driving offence?
- |                              |   |       |
|------------------------------|---|-------|
| YES.....                     | 1 | (29%) |
| NO.....                      | 2 | (69%) |
| NO OPINION (VOLUNTEERED).... | 3 | (2%)  |
- 
33. How about for a second or subsequent offence?
- |                              |   |       |
|------------------------------|---|-------|
| YES.....                     | 1 | (85%) |
| NO.....                      | 2 | (14%) |
| NO OPINION (VOLUNTEERED).... | 3 | (1%)  |
- 
34. How about cases involving accident or injury?
- |                              |   |       |
|------------------------------|---|-------|
| YES.....                     | 1 | (87%) |
| NO.....                      | 2 | (11%) |
| NO OPINION (VOLUNTEERED).... | 3 | (2%)  |



35.	And finally, how about accidents resulting in death?	YES.....1 NO.....2 NO OPINION (VOLUNTEERED).....3	(94%) ( 4%) ( 2%)
36.	For a first drinking-driving offence the court suspends the driver's licence for a period of three months. How long a suspension do you, personally, think is appropriate...do you think it should be suspended for...(READ LIST)?	THREE MONTHS.....1 SIX MONTHS.....2 NINE MONTHS.....3 ONE YEAR.....4 LONGER.....5 PERMANENTLY (VOLUNTEERED).....6 NO OPINION (VOLUNTEERED).....7	(42%) (28%) ( 2%) (19%) ( 7%) ( 1%) ( 1%)
37.	For drinking-driving offences resulting in injury or death, how long do you think a person's licence should be suspended? Do you think it should be suspended for... (READ LIST)?	THREE MONTHS.....1 SIX MONTHS.....2 ONE YEAR.....3 TWO YEARS.....4 THREE YEARS.....5 PERMANENTLY.....6 NO OPINION (VOLUNTEERED).....7	( 2%) ( 4%) (20%) ( 7%) (18%) (48%) ( 2%)
38.	In Ontario, a police officer can suspend your driver's licence for a period of 12 hours if you have more than a certain amount of alcohol in your blood. If you had to guess, what do you think this limit is? (DO NOT READ LIST)	.00 OR 0.....1 .05 OR 50 OR .5.....2 .08 OR 80 OR .8.....3 .10 OR 100 OR 1.0.....4 OTHER.....5 DON'T KNOW (VOLUNTEERED).....6 NO OPINION (VOLUNTEERED).....7	( 0%) (15%) (26%) ( 3%) (23%) (31%) ( 2%)
39.	In the past year, have you noticed any signs, posters, radio, or TV commercials or any other form of advertising that dealt specifically with the issue of driving after drinking?	NO (SKIP TO Q41).....1* YES (GO TO Q40).....2	(10%) (90%)

IF "YES" TO Q39, ASK:

40. Can you briefly describe what you have seen or heard?  
(PROBE...ACCEPT UP TO THREE RESPONSES...ANSWERS MUST BE AT LEAST TEN WORDS)



41. Do you remember seeing a poster showing a man sitting on the roadway having just killed a person in a car accident with the caption "First he killed the bottle?".
- |                       |    |       |
|-----------------------|----|-------|
| NO (SKIP TO Q44)..... | 1* | (50%) |
| YES (GO TO Q42).....  | 2  | (50%) |

IF "YES" TO Q41, ASK:

42. What do you think was the general message of this poster?  
(PROBE...ACCEPT FIRST RESPONSE ONLY...ANSWER MUST BE AT LEAST TEN WORDS)

SEE SECTION C FOR VERBATIM RESPONSES TO THIS QUESTION

43. Who do you think sponsored ONTARIO ATTORNEY GENERAL this poster? (DO NOT READ LIST)
- |   |   |       |
|---|---|-------|
| ROY MCMURTRY).....                          | 1 | ( 4%) |
| ONTARIO GOVERNMENT/OTHER<br>DEPARTMENT..... | 2 | (37%) |
| FEDERAL GOVERNMENT/NAME<br>DEPARTMENT.....  | 3 | (10%) |
| MUNICIPAL GOVERNMENT.....                   | 4 | ( 1%) |
| OTHER.....                                  | 5 | (23%) |
| DON'T KNOW (VOLUNTEERED)....                | 6 | (23%) |
| NO OPINION (VOLUNTEERED)....                | 7 | ( 2%) |

44. Do you remember seeing a poster showing three covered victims of a night time traffic accident lying on the roadway with the caption "Feeling no pain?".
- |                       |    |       |
|-----------------------|----|-------|
| NO (SKIP TO Q47)..... | 1* | (48%) |
| YES (GO TO Q45).....  | 2  | (52%) |

IF "YES" TO Q44, ASK:

45. What do you think was the general message of this poster?  
(PROBE...ACCEPT FIRST RESPONSE ONLY...ANSWER MUST BE AT LEAST TEN WORDS)



---

46. Who do you think sponsored ONTARIO ATTORNEY GENERAL this poster? (DO NOT READ (ROY MCMURTRY).....1 LIST)	ONTARIO GOVERNMENT/OTHER DEPARTMENT.....2 FEDERAL GOVERNMENT/NAME DEPARTMENT.....3 MUNICIPAL GOVERNMENT.....4 OTHER.....5 DON'T KNOW (VOLUNTEERED)....6 NO OPINION (VOLUNTEERED)....7	( 3%) (42%) (12%) ( 1%) (20%) (22%) ( 1%)
--	--	---

---

47. Over the past year, were you aware of any programs or activities in your community that were intended to reduce drinking-driving?	YES (GO TO Q48).....1 NO (SKIP TO Q49).....2*	(28%) (72%)
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IF "YES" TO Q47, ASK:

48. Could you describe those programs to me? (PROBE...ACCEPT UP TO TWO RESPONSES...ANSWERS MUST BE AT LEAST TEN WORDS)

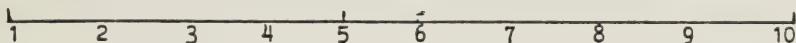


Now, I'm going to read you a list of offences. I'd like you to tell me how serious you think each offence is by giving me a number between 1 and 10, where 1 means it is not a serious offence at all, and 10 means it is a very serious offence. Many people's opinions fall somewhere in between these two points depending on how they feel about the statement. The first offence is...(ROTATE STATEMENTS 49 - 63...READ FIRST OFFENSE...REPEAT SCALE INSTRUCTIONS IF REQUESTED) Where would you place yourself on this scale?

NOT AT ALL SERIOUS

DEPENDS

VERY SERIOUS



	<u>MEAN RATING</u>
49. assault, that is physically attacking someone.	8.88
50. drinking under the legal age.	6.26
51. hunting out of season.	6.75
52. lying to custom officers at the border.	5.56
53. murder.	9.94
54. driving after drinking.	8.22
55. child abuse.	9.54
56. pornography.	7.20
57. possession of marijuana.	5.29
58. driving through a red light.	6.73
59. shoplifting.	6.86
60. refusing a breathalyzer test.	6.56
61. smoking in a non-smoking area.	4.95
62. speeding.	6.37
63. driving while impaired by alcohol.	8.99

END OF ROTATION



64. Most of us enjoy taking a drink now and then. When you do have a drink, do you usually have a beer, a glass of wine, or spirits?

BEER (GO TO Q65).....	1	(30%)
WINE (GO TO Q65).....	2	(35%)
SPIRITS/LIQUOR (GO TO Q65)....	3	(14%)
SWITCH FROM TIME-TO-TIME (VOLUNTEERED - GO TO Q65)....	4	( 7%)
DON'T DRINK (VOLUNTEERED - SKIP TO Q74).....	5*	(14%)
NO OPINION (VOLUNTEERED).....	6	( * )

IF ANY ANSWER OTHER THAN "DON'T DRINK" TO Q64, ASK:

65. In an average week, how often would you drink an alcoholic beverage?  
(DO NOT READ LIST)

NEVER.....	1	(10%)
ONCE.....	2	(26%)
TWICE.....	3	(16%)
THREE TIMES.....	4	(17%)
FOUR TIMES.....	5	( 8%)
FIVE TIMES.....	6	( 5%)
SIX TIMES.....	7	( 1%)
SEVEN TIMES.....	8	( 7%)
MORE THAN SEVEN TIMES.....	9	( 8%)
NO OPINION (VOLUNTEERED)....	10	( 2%)

66. On a typical drinking occasion, how many drinks would you usually have?  
(RECORD ACTUAL NUMBER OF DRINKS. IF A RANGE IS GIVEN RECORD HIGHER NUMBER)

NUMBER OF DRINKS 3.21 AVERAGE

67. After this number of drinks, where would you place yourself on a scale from 1 to 10, where 1 means completely sober and 10 means very drunk?

ONE - COMPLETELY SOBER.....	01	(17%)
TWO.....	02	(15%)
THREE.....	03	(15%)
FOUR.....	04	(19%)
FIVE.....	05	(19%)
SIX.....	06	( 9%)
SEVEN.....	07	( 2%)
EIGHT.....	08	( 1%)
NINE.....	09	( 1%)
TEN - VERY DRUNK.....	10	( 1%)
NO OPINION (VOLUNTEERED)....	11	( 1%)

68. After drinking this much alcohol, if you had your car with you, would you drive home?

YES.....	1	(36%)
MAYBE.....	2	( 8%)
NO.....	3	(54%)
NO OPINION (VOLUNTEERED)....	4	( 2%)



69. What is the <u>most</u> number of drinks you would consume on any one occasion? (RECORD ACTUAL NUMBER OF DRINKS. IF A RANGE IS GIVEN, RECORD <u>HIGHER</u> NUMBER)	NUMBER OF DRINKS 5.97 AVERAGE
70. If you had to guess, how many drinks do you think you personally can consume in a <u>two hour</u> period and still maintain the ability to drive a motor vehicle safely? (RECORD ACTUAL NUMBER OF DRINKS. IF A RANGE IS GIVEN, RECORD <u>HIGHER</u> NUMBER)	NUMBER OF DRINKS 2.15 AVERAGE
71. In the last year, if you had to guess, how often would you say that you have driven after drinking? (DO <u>NOT</u> READ LIST)	<p>NEVER (SKIP TO Q74).....1*          ONCE OR TWICE A YEAR (GO TO Q72).....2          SEVERAL TIMES A YEAR (GO TO Q72).....3          ONCE A MONTH (GO TO Q72)....4          TWO TO THREE TIMES A MONTH (GO TO Q72).....5          ONCE A WEEK (GO TO Q72).....6          SEVERAL TIMES A WEEK (GO TO Q72).....7          DAILY (GO TO Q72).....8          NO OPINION (VOLUNTEERED)....9</p>

IF ANY ANSWER OTHER THAN "NEVER" TO Q71, ASK:

72. When you do have occasion to drive after drinking, where did you have your drink? (READ LIST IF NECESSARY)	<p>AT A RESTAURANT.....1          AT A BAR, PUB, TAVERN.....2          AT A PARTY OR OTHER SOCIAL EVENT (E.G., WEDDING)....3          AT YOUR HOME.....4          AT SOMEONE ELSE'S HOME....5          OTHER.....6</p>
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73. Have you ever driven when you thought you have had <u>too much</u> to drink?	YES.....1 NO.....2 NO OPINION (VOLUNTEERED) ..3	(61%) (38%) ( 1%)
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Now, I have a few final questions for statistical purposes...

74. Are you a smoker?	NO (SKIP TO Q76).....1* YES (GO TO Q75).....2 NO OPINION (VOLUNTEERED).....3	(66%) (34%) ( * )
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IF "YES" TO Q74, ASK:

75. Approximately how many cigarettes do you smoke each day? (RECORD ACTUAL NUMBER)	1 TO 5 CIGARETTES.....1 6 TO 10 CIGARETTES.....2 11 TO 20 CIGARETTES.....3 21 TO 30 CIGARETTES.....4 30 OR MORE CIGARETTES.....5 SMOKE CIGARS (VOLUNTEERED) ..6	(19%) (19%) (29%) (26%) ( 7%) ( 1%)
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76. And what is your approximate weight in pounds? (RECORD ACTUAL WEIGHT)	150.70 AVERAGE POUNDS
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77. Not including parking tickets, in the past five years, how many traffic tickets such as speeding or improper turns have you received?	NONE.....1 ONE.....2 TWO.....3 THREE.....4 FOUR.....5 FIVE OR MORE.....6 NO OPINION (VOLUNTEERED).....7	(60%) (13%) (10%) ( 5%) ( 2%) ( 4%) ( 5%)
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78. What year were you born in?	45.43 YEARS OF AGE AVERAGE
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79.	Are you single, married, widowed, separated, or divorced?	SINGLE.....1 MARRIED.....2 WIDOWED.....3 SEPARATED.....4 DIVORCED.....5	(40%) (44%) ( 7%) ( 6%) ( 4%)
80.	Are you currently attending high school, college, or university as a full-time student?	NO.....1 YES.....2	(90%) (10%)
81.	What is the highest level of schooling that you have completed?	PUBLIC/ELEMENTARY SCHOOL (GRADE 1-8).....1 SOME HIGH SCHOOL.....2 GRADUATED HIGH SCHOOL (GRADE 12 OR 13).....3 VOCATIONAL/TECHNICAL/ COLLEGE/CEGEP.....4 SOME UNIVERSITY.....5 GRADUATED UNIVERSITY.....6	( 3%) (17%) (34%) (13%) ( 8%) (26%)
82.	Which of the following income groups includes your annual household income? (READ CHOICES)	LESS THAN \$ 5,000.....01 \$ 5,000 - \$ 9,999.....02 \$10,000 - \$14,999.....03 \$15,000 - \$19,999.....04 \$20,000 - \$24,999.....05 \$25,000 - \$29,999.....06 \$30,000 - \$34,999.....07 \$35,000 - \$39,999.....08 \$40,000 - \$44,999.....09 \$45,000 - \$49,999.....10 \$50,000 AND OVER.....11	( 2%) ( 5%) (12%) (13%) (12%) (12%) (10%) ( 7%) ( 6%) ( 5%) (16%)
83.	Sex. (BY OBSERVATION)	MALE.....1 FEMALE.....2	(50%) (50%)



**APPENDIX B****Verbatim Responses to Open-Ended Questions**



## VERBATIM RESPONSES

## Question 27

Do you do anything differently at this time of year to reduce your chances of being caught by the police for driving after drinking?

What do you do differently at this time of year?

01. Don't Drive -- I don't drive. / I don't drive at all if I think I am going to be drinking. / I don't drink and drive. / I am a lot less likely to drive, I insist that my husband doesn't. / I just don't drive as much when I am drinking. (18%)
02. Drink Less -- I drink less when I know I will be driving. / I would drink less. / I don't drink or take cabs if I have been drinking. / I drink less at parties this time of the year. (35%)
03. Let Others Drive -- I let my wife drive. / I let someone else drive my car. (4%)
04. Take a Cab -- I take a cab rather than driving. / I memorize the phone number of our local cab company. / I wouldn't drink and drive -- I would take a taxi home. / If I was to drink, I would take a cab. / I don't drive at all, I take a cab. (28%)
05. Walk -- I always walk instead of driving during the Christmas and New Year season. (7%)
06. Other (6%)
07. No Response (3%)



Question 40

In the past year, have you noticed any signs, posters, radio, or TV commercials or any other form of advertising that dealt specifically with the issue of driving after drinking?

Can you briefly describe what you have seen or heard?

01. Don't Drink and Drive -- Drinking and driving don't mix. / Don't drink and drive. / I only remember the saying "If you must drink -- don't drive". / If you are drinking, don't drive. / They are very to the point and they make you stop and think about drinking and driving. / In the beer store, signs saying "If you drink, don't drive".
02. LCB Bags "Don't Drink and Drive" -- On the LCB bags is written "If you drink, don't drive". / Liquor bag message. / The bags at the liquor stores have pictures on them telling you not to drink and drive. / Liquor store bags with no drinking and driving sign on them. / LCB ads about drinking and driving. / Very good posters at the LCB. / I have seen the ads on the bags at LCB they say "If you drink, don't drive".
03. "First He Killed The Bottle" -- The TTC person sitting beside the body bag -- caption, "First he killed the bottle". / The accident scene at night with a body in front of a car covered with a blanket and a man sitting on the road having just killed someone with "First he killed the bottle". / A poster at bus stations and stops that says "First he killed the bottle".
04. "Are You Sure Your Drinking Isn't Hurting Anyone" -- A little girl saying "Are you sure your drinking isn't hurting anyone?". / A poster "Are you sure your drinking is not hurting anyone?".
05. Body Bags/"Feeling No Pain" -- A poster on the streetcar showing three bodies on the sidewalk. / A transit poster that shows road and body bags. / Billboards -- pictures of dead bodies with a slogan. / Body bags lined up on a rainy night on the streetcar shelters or billboards. / Bus shelters -- a body lying there dead. / I have seen a poster of a dead person lying on the road.
06. RIDE -- Ads for RIDE program on billboards. / I heard on the radio about the RIDE program. / The RIDE program -- it used to stand for Reduce Impaired Driving in Etobicoke. / The RIDE program posters saying "If you drink, don't drive."
07. Results of Drinking and Driving -- They are giving examples of what happened. / About accidents -- what happens when you get drunk and drive. / A picture of a damaged car this week-end in



## Question 40 -- Continued

In the past year, have you noticed any signs, posters, radio, or TV commercials or any other form of advertising that dealt specifically with the issue of driving after drinking?

Can you briefly describe what you have seen or heard?

07. continued -- the paper. / The newspapers, radio and TV ads telling you what drinking and driving leads to. / The radio -- results of drinking and driving can be death.
08. People Stopping Friends From Drinking and Driving -- An ad showing a group of people preventing a friend from driving after drinking. / I have seen a commercial about people preventing their friends from drinking before getting in a car. / People telling you what happened to their friend or family member.
09. Michael Jackson Ad -- The TV commercials with Michael Jackson -- driving with several children to McDonalds and they were converted into skeletons. / Michael Jackson singing "beat it," with regards to alcohol. / Commercials on TV showing four kids in a car turning into skeletons.
10. Other Specific Ads -- Saying the host or hostess shouldn't have allowed guests to drive away from their home. / I have seen a martini with a stroke through it. / On a school bus -- a little girl about to be run over. / The TV ad that shows a person weaving on the road after drinking. / A TV ad with a drunk and a police man chasing him. / Labatt's "do it for him" billboard. / Posters -- beer glass upside down. / The one with the teenagers starting the car, it says "drinking and driving is like shaking hands with death".
11. Drinking - General -- Think before you drink. / Had to do with the drinking itself.
12. TV Ads -- Advertising spots on TV stations in Toronto. / TV commercials -- dialogue on drinking. / TV commercials. / I have seen commercials telling you not to drink and drive. / An advertisement on TV. / TV -- not to drink and drive.
13. Radio Ads -- Radio commercials played by many Toronto stations. / Radio. / Radio commercials. / The radio -- the government has been running drinking and driving commercials. / Radio ads saying not to drink and drive. / I heard slogans on the radio saying not to drink and drive.



## Question 40 -- Continued

In the past year, have you noticed any signs, posters, radio, or TV commercials or any other form of advertising that dealt specifically with the issue of driving after drinking?

Can you briefly describe what you have seen or heard?

14. Bus Shelter Ads -- Bus shelters. / Mediacom ads in the bus shelters. / I have seen posters in the TTC shelters. / TTC shelters. / A bus shelter by Mediacom. / Subway.
15. Newspaper Ads -- I have seen a lot in newspapers. / Newspapers at Christmas time. / I read in the paper about not drinking and driving.
16. Billboard Ads -- Billboards. / Various posters in Metro Toronto. / I have seen billboards saying not to drink and drive.
17. Magazine Ads -- Magazine ads. / Usually things in magazines about drinking and driving.
18. Bumper Stickers -- General ads on the back of tractor trailers -- bumper stickers. / Sober driver stickers.
19. Other -- They feel responsible, except that that usually happens around the holiday time. / Phone police when you see a drunken driver.
20. Don't Know
21. No Response



## Question 42

Do you remember seeing a poster showing a man sitting on the roadway having just killed a person in a car accident with the caption "First he killed the Bottle?".

What do you think was the general message of this poster?

01. Don't Drink and Drive -- Don't drink and drive. / Don't drive if you are drunk. / Not to drink and drive. / You shouldn't drink and drive. / To increase public awareness of the problem -- don't drink and drive. (48%)
02. Drinking and Driving Kills -- You can kill people by drinking and driving. / A man has the ability to kill after he drinks a large amount of alcohol. / It tells you not to drink and drive as it kills. / If you drink and drive you could kill someone. / He was out having a good time and obviously he was drinking and he killed someone while driving when he should not have been. / The person went out and got drunk and then drove and killed. / First he drank and then he killed some other people. / The death was caused by drinking. (35%)
03. Killed the Bottle, Then a Person -- First he finished off the bottle then he finished off the pedestrian. / If you kill the bottle you may kill someone else. / He killed the bottle then he killed someone with his car. (15%)
04. Other -- You would probably prefer not sitting there with your head in your hands like this man. / That he had been drinking heavily before driving. ( 1% )
05. No Response ( 2% )



## Question 45

Do you remember seeing a poster showing three covered victims of a night time traffic accident lying on the roadway with the caption "Feeling no pain?".

What do you think was the general message of this poster?

01. Don't Drink and Drive -- Don't drink if you are going to get behind the wheel. / You shouldn't drink and then drive, ever, to avoid accidents. / It is something that should be common sense -- it is stupid to drink and drive. / I thought it was morbid -- it did get across not to drink and drive. / If you drink, don't drive. / It is the same as every poster, don't drink and drive. (36%)
02. Drinking and Driving Kills -- Drinking too much and then driving can be fatal. / Smarten up! Don't drink and drive, it may be your own blood or someone else's life. / The message is that drinking and driving ends in death. / If you drink and drive you could kill someone. / Drinking and driving can kill. (23%)
03. You Feel No Pain Drunk or Dead -- You feel no pain in both cases, drunk or dead. / They were dead -- so drunk that they couldn't feel anything. / Obviously people are now feeling no pain, or when it happened. / They were feeling no pain when they were drunk now they have got into an accident and they are feeling no pain at all. / That they were feeling no pain before because they were drunk and now because they are dead. / Play on words -- meaning if you are dead you are feeling no pain. (18%)
04. Results of Drinking and Driving -- The results of drinking and driving. / It was to shock people about the perils of drinking and driving. / The consequences of driving after drinking are more serious than you might of thought. / Just what can happen when you drink. (12%)
05. Person Killed By a Drunk Driver -- They got killed by a drunk driver. / That the person paid for others drinking and driving by being killed. ( 5%)
06. Your Fault If You Are Behind the Wheel -- Getting behind the wheel can cause the loss of your life or others lives. / It is your own fault if anyone gets hurt and you are behind the wheel. ( 5%)
07. Don't Know ( 1%)
08. No Response ( 2%)



## Question 48

Over the past year, were you aware of any programs or activities in your community that were intended to reduce drinking-driving?

Could you describe those programs to me?

01. Local Bars Pay Cabs for Drunk Patrons -- The Balmy Arms Hotel sponsored a reduced taxi rate to those who take a taxi home instead of driving. / If you are in a neighbourhood bar and have had too many the bartender would suggest taking a cab. / Local pubs -- paying cab fair for drunks. / Local bars were providing free taxi rides to drunks. (24%)
  02. RIDE -- Just RIDE. / The local police RIDE program was publicized in our community paper. (30%)
  03. Snitch Program -- The Snitch program -- if you see anyone drinking and driving, write down the license number. ( 6%)
  04. Young Drivers of Canada Program -- Young Drivers of Canada -- promoting safe and defensive driving. ( 3%)
  05. Alcoholics Anonymous Program -- Alcoholics Anonymous -- recovery of those who drink heavily. ( 1%)
  06. Public Services/Seminars -- Seminars -- from police at public school. / The youth group at churches keep an alcohol alert concept. (18%)
  07. Bars Can Limit Amount Sold -- Something in the local bars, a yellow poster saying they limit drinks. / To bring down the limit of alcohol sold in bars. (10%)
  08. Other -- Just random spot checks. / I heard of a no impaired driving zone ad campaign. / We all walk to our local bar and then walk back home. / Something loud on Queen Street last year near the pubs -- people yelling and pointing fingers. / A student, parent contract -- the parent will help stop the student if drinking. (10%)
  09. Don't Know ( 3%)
  10. No Response ( 4%)
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